



WPTV

# ORDER

Print Date 09/17/12

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Flight Dates **10/01/12-10/07/12**

Contract / Revision      **311061 /**  
Original Date / Revision  
                          09/13/12    09/17/12  
Advertiser **Bogdanoff / Republican / Se**

Agency    **McLaughlin & Associates**  
Buying Contact

**919 Prince Street  
 Alexandria, VA 22314**

Product  
**Ellyn Bogdanoff Campaign**

Agency Com    15%  
Billing Contact

**919 Prince Street  
 Alexandria, VA 22314**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #          **463**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-3  
Advertiser Ref

Primary Account Executive  
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	33	\$11,938.25	\$14,045.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$11,938.25</b>	<b>\$14,045.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/07/12	33	\$11,938.25	\$14,045.00

Hiatus Dates: 09/11/12

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTV	10/01/12	10/07/12	M-F 6-7a M-F 6-7a	CM	6-7a	1111---	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1111---					4	\$500.00		0.00			
N 2	WPTV	10/01/12	10/07/12	M-F 7-9a M-F 7-9a	CM	7-9a	1111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1111--					5	\$500.00		0.00			
N 3	WPTV	10/01/12	10/07/12		CM	9-10a	1-11--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00



**WPTV**

Print Date: 09/17/12

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Contract / Revision    **311061**    Flight Dates **10/01/12-10/07/12**

Hiatus Dates    Hiatus Dates: 09/11/12

Original Date / Revision    09/13/12/    09/17/12

Order Sep    00:20:00

Advertiser    **Bogdanoff / Republican / S**    Product **Ellyn Bogdanoff Campaign**    Estimate #    **463**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 9-10a M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1- 11- - -					3	\$550.00		0.00			
N 4	WPTV	10/01/12	10/07/12	M-F 10-11a M-F 10-11a	CM	10-11a	11- - 1- -	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11- - 1- -					3	\$150.00		0.00			
N 5	WPTV	10/01/12	10/07/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1111- - -	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1111- - -					4	\$135.00		0.00			
N 6	WPTV	10/01/12	10/07/12	M-F 5-530p M-F 5-530p	CM	5-530p	111- - - -	:30	3	\$585.00	P-3	0.00	NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	111- - - -					3	\$585.00		0.00			
N 7	WPTV	10/01/12	10/07/12	M-F 530-6p M-F 530-6p	CM	530-6p	- - 111- -	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - 111- -					3	\$500.00		0.00			
N 8	WPTV	10/01/12	10/07/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11- 1- - -	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11- 1- - -					3	\$600.00		0.00			
N 9	WPTV	10/01/12	10/07/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-					1	\$300.00		0.00			
N 10	WPTV	10/01/12	10/07/12	Sa 6p Sa 6p	CM	6-630p	- - - - - S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-					1	\$350.00		0.00			
N 11	WPTV	10/01/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S					1	\$350.00		0.00			
N 12	WPTV	10/01/12	10/07/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	- - - - - S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S					1	\$250.00		0.00			
N 13	WPTV	10/01/12	10/07/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S					1	\$600.00		0.00			
<b>Totals</b>														<b>33</b>	<b>\$14,045.00</b>